



geeklymedia

# Fractional CMO Checklist

| Task  | Daily | Weekly | Monthly | Quarterly | Annually |
|---|-------|--------|---------|-----------|----------|
| <p><b>Monitor and respond to marketing metrics</b></p> <p>Check the "Marketing Dashboard" for key performance indicators (KPIs) such as website traffic, conversion rates, and social media engagement. Respond to any significant changes or trends.</p> | ✓     |        |         |           |          |
| <p><b>Review marketing campaign performance</b></p> <p>Analyze the performance of ongoing marketing campaigns. Look for metrics such as click-through rates, engagement, and ROI. Use "Campaigns" in your marketing software to gather data.</p>          |       | ✓      |         |           |          |
| <p><b>Update marketing content calendar</b></p> <p>Review and update the marketing content calendar. Ensure that upcoming content aligns with strategic goals. Use tools like Trello, Asana, or HubSpot's calendar feature.</p>                           |       |        | ✓       |           |          |
| <p><b>Conduct market research</b></p> <p>Gather data on market trends, customer preferences, and competitive landscape. Use surveys, focus groups, and market research reports to inform your marketing strategy.</p>                                     |       |        | ✓       |           |          |
| <p><b>Develop marketing strategies and plans</b></p> <p>Create comprehensive marketing plans that outline goals, target audience, channels, and tactics. Present the plan to stakeholders for feedback and approval.</p>                                  |       |        |         | ✓         |          |
| <p><b>Oversee content creation and publishing</b></p> <p>Manage the creation and publication of marketing content, including blog posts, social media updates, and videos. Use content management tools to schedule and track progress.</p>               |       | ✓      |         |           |          |
| <p><b>Optimize SEO strategies</b></p> <p>Review and update SEO strategies to improve search engine rankings. Conduct keyword research, optimize website content, and monitor backlink profiles using tools like SEMrush or Ahrefs.</p>                    |       |        | ✓       |           |          |
| <p><b>Manage social media profiles</b></p> <p>Oversee the management of social media profiles. Ensure consistent posting, monitor engagement, and respond to comments and messages promptly.</p>  |       | ✓      |         |           |          |
| <p><b>Conduct marketing team meetings</b></p> <p>Hold regular meetings with the marketing team to discuss progress, challenges, and upcoming tasks. Use video conferencing tools or in-person meetings as needed.</p>                                     |       | ✓      |         |           |          |
| <p><b>Generate marketing performance reports</b></p> <p>Create detailed marketing performance reports. Include metrics such as website traffic, lead generation, conversion rates, and campaign ROI. Share reports with stakeholders.</p>                 |       |        | ✓       |           |          |
| <p><b>Analyze report data and adjust strategies</b></p> <p>Review the data from marketing performance reports. Identify trends, strengths, and areas for improvement. Adjust your marketing strategies based on data-driven insights.</p>                 |       |        | ✓       |           |          |

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| <p><b>Conduct competitor analysis</b></p> <p>Research competitor marketing activities. Use tools like SEMrush, Ahrefs, and industry reports to gather insights. Adjust your strategies based on competitive analysis.</p>                                 |       |        |         | ✓         |          |
| <p><b>Plan and execute marketing campaigns</b></p> <p>Develop and implement new marketing campaigns. Define campaign goals, target audience, channels, and timelines. Track performance and make adjustments as needed.</p>                               |       |        | ✓       |           |          |
| <p><b>Conduct A/B testing for marketing materials</b></p> <p>Conduct A/B tests on marketing materials such as emails, landing pages, and CTAs. Use tools like HubSpot or Google Optimize to run tests and analyze results.</p>                            |       |        | ✓       |           |          |
| <p><b>Oversee paid advertising campaigns</b></p> <p>Manage and optimize paid advertising campaigns on platforms such as Google Ads, Facebook Ads, and LinkedIn Ads. Monitor performance and adjust bids and targeting to maximize ROI.</p>                |       |        | ✓       |           |          |
| <p><b>Update and optimize website content</b></p> <p>Review and update website content to ensure it aligns with current marketing strategies. Optimize content for SEO and user experience. Use content management systems like WordPress or HubSpot.</p> |       |        | ✓       |           |          |
| <p><b>Train and onboard new marketing team members</b></p> <p>Conduct training sessions for new marketing team members. Cover essential tools, processes, and strategies. Use onboarding materials and mentorship to support new hires.</p>               |       |        |         | ✓         |          |
| <p><b>Develop and implement lead nurturing workflows</b></p> <p>Create and optimize lead nurturing workflows to engage and convert leads. Use marketing automation tools like HubSpot to set up and manage workflows.</p>                                 |       |        | ✓       |           |          |
| <p><b>Review and optimize lead scoring models</b></p> <p>Review and adjust lead scoring models to ensure they accurately reflect lead quality. Use data from recent campaigns to update scoring criteria.</p>   |       |        |         | ✓         |          |
| <p><b>Conduct full marketing audit</b></p> <p>Perform a comprehensive review of all marketing activities. Assess the effectiveness of strategies, tools, and processes. Document findings and create an action plan for improvements.</p>                 |       |        |         |           | ✓        |
| <p><b>Monitor brand reputation and feedback</b></p> <p>Monitor online reviews, social media mentions, and customer feedback to assess brand reputation. Use tools like Google Alerts and social listening platforms.</p>                                  |       | ✓      |         |           |          |
| <p><b>Backup marketing data</b></p> <p>Regularly backup all marketing data to prevent data loss. Use cloud storage solutions and automated backup tools to ensure data security.</p>  |       |        |         | ✓         |          |

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| <p><b>Review and refine brand messaging</b></p> <p>Review and update brand messaging to ensure it aligns with current marketing goals and market positioning. Conduct workshops and gather feedback from stakeholders.</p>      |       |        |         | ✓         |          |
| <p><b>Plan and host marketing events</b></p> <p>Organize marketing events such as webinars, product launches, and conferences. Plan event logistics, promotions, and follow-up activities.</p>                                  |       |        |         | ✓         |          |
| <p><b>Ensure compliance with marketing regulations</b></p> <p>Review and update marketing practices to ensure compliance with regulations such as GDPR and CAN-SPAM. Train the marketing team on compliance best practices.</p> |       |        |         |           | ✓        |
| <p><b>Create and update marketing collateral</b></p> <p>Develop and maintain marketing collateral such as brochures, case studies, and presentations. Ensure materials are up-to-date and aligned with brand guidelines.</p>    |       |        | ✓       |           |          |

